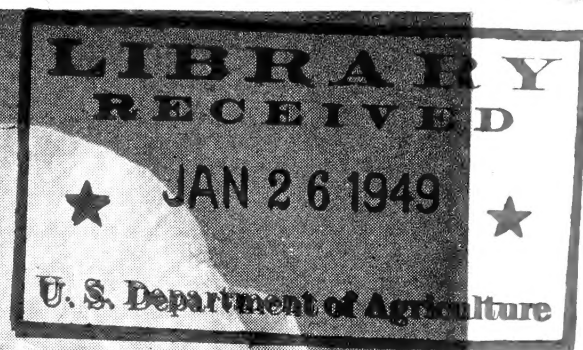


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A CAMELLIA-TYPE BEGONIA

Rich's Tuberous-Rooted
BEGONIAS

HOWARD R. RICH, 252 North Eighth St., READING, PA.

Former Address: ATLANTIC, MAINE



BEGONIAS GROWING IN A LATH HOUSE

Some flowers lie for years tucked away on the shelf until someone comes to realize their beauty. Then they are given a place in the sun and to all purposes become a "novelty." Such has been the lot of the Tuberous-rooted Begonias—except that they rate a "place in the shade." The blooms are of such marvelous form and color that they look almost unreal; yet they are yours for the asking if you give them the few essentials which they require. It is from beds such as the one pictured above that we select our staked stock.



To My Friends and Customers:

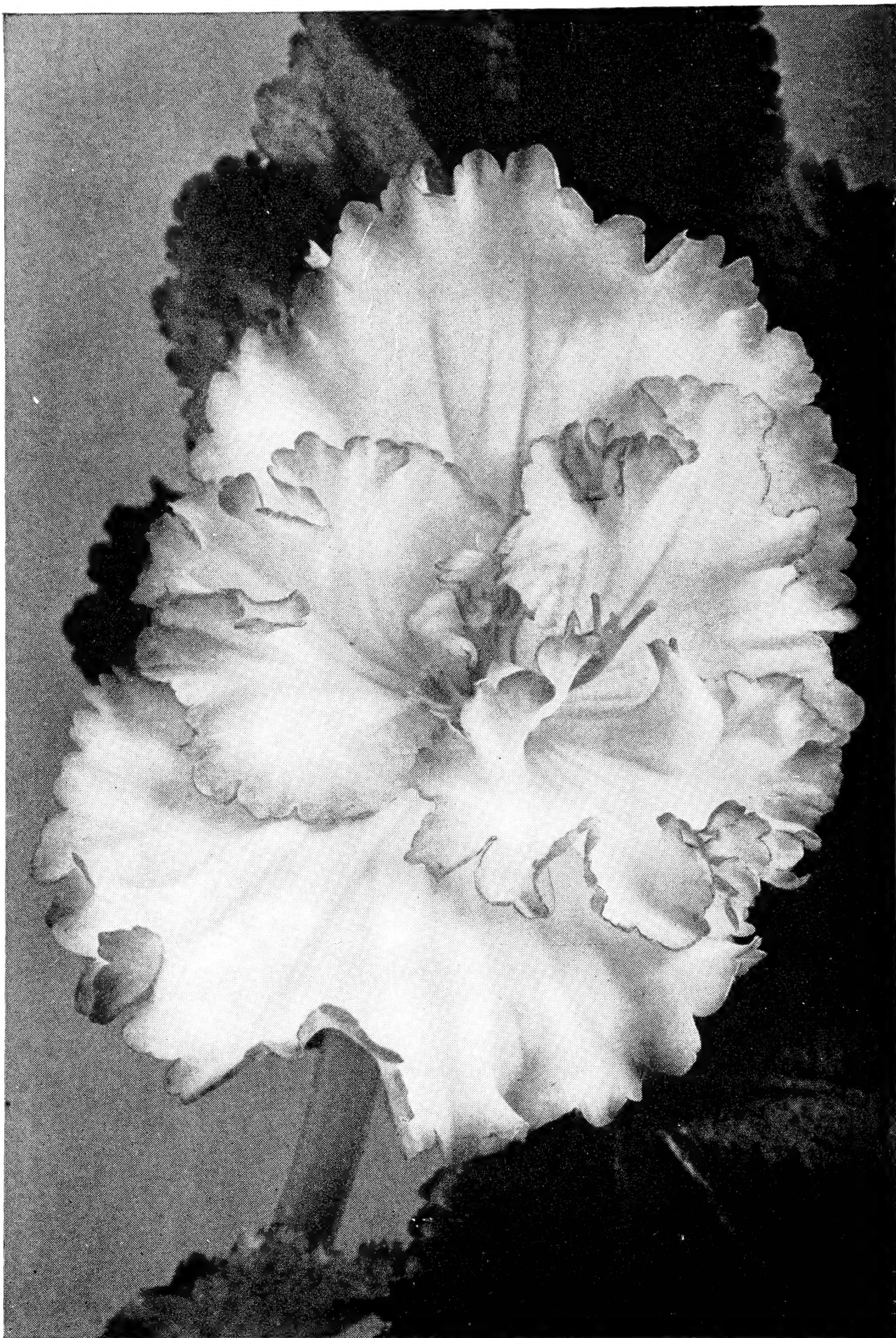
Indeed I do feel that the two words, friend and customer, are almost one and the same. Many, many of you began by being customers; then you wrote to tell me what success you had with Rich Begonia tubers, and the first thing we both knew we were writing to each other frequently. Almost always, one order leads to another; one customer tells a friend, and soon another name is on the mailing list.

As I look back over the last twenty years I like to feel that the flower gardens of America have been brightened and made better by Rich Begonias. My business was started as a hobby, and when you do a thing for the love of it you do your *best* and not your *quickest* or your *cheapest*. I have always put quality ahead of everything else, for this reason, my stock has not been the cheapest on the market. But if they do not know it in the beginning, gardeners soon find out that you generally get exactly what you pay for in this world. Reliable, well-grown stock of any nursery product is the result of careful work on the part of a number of people over a period of time, and it is necessary for the grower to realize a fair return for his work. So it is with Begonia tubers. Remember that many bulbs offered at ridiculously low prices are those that failed to grow to regular size on account of frost.

You will see that my "base of operations" is now Reading, Penna., instead of Atlantic, Maine. Here I will have much better shipping facilities, and the shipping season starts twenty days earlier. Please send your orders promptly before the stock gets sold out. An added inducement to early ordering this year is the 5% discount allowed on all orders received before March 15. If 100 or more tubers are ordered at one time, an additional discount of 5% will be allowed, except in the case of collections. They do not receive more than the 5% discount.

Cordially yours,

HOWARD R. RICH



FASCINATION. One of the most breath-taking Begonias in our collection is Fascination, curiously unusual in form. A bed or border of it in your garden will look almost too good to be true when it blooms next summer. It also makes an exquisite table decoration. White with pink edge, white with red edge, white with copper, and copper with red edge. In mixture only. 10 for \$7.50. Staked stock, 10 for \$10.50.

CRISPA MARGINATA. A form of Fascination. 10 for \$6.50.

RICH'S *Famous* Tuberous-Rooted Begonias

On these collections we allow a discount of 5% if the order is received before March 15.

COLLECTION 1

- | | | | |
|----|--------------------|-------|----------------------------------|
| 20 | Camellia-Rose Type | | Select ten colors |
| 5 | Crispa | | White, yellow, pink, and scarlet |
| 5 | Fimbriata | | White, yellow, pink, and scarlet |
| 5 | Fascination | | Assorted colors |

35 for \$39.50

Staked stock—always admired for color and form of bloom
A large saving in price

COLLECTION 2

- | | | | |
|----|--------------------|-------|----------------------------------|
| 25 | Camellia-Rose Type | | Select ten colors |
| 5 | Crispa | | White, yellow, pink, and scarlet |
| 5 | Fimbriata | | White, yellow, pink, and scarlet |
| 5 | Rosebud | | Assorted colors |

40 for \$23.40

A fine selection reasonably priced

COLLECTION 3

- | | | | |
|----|--------------------|-------|----------------------------------|
| 13 | Camellia-Rose Type | | Select six colors |
| 5 | Crispa | | White, yellow, pink, and scarlet |
| 5 | Fimbriata | | White, yellow, pink, and scarlet |
| 5 | Rosebud | | Mixed colors |

28 for \$14.15

A beginner's collection—real value

COLLECTION 4

- | | | | |
|----|--------------------|-------|-------------------|
| 45 | Camellia-Rose Type | | Select ten colors |
|----|--------------------|-------|-------------------|
- Exhibition stock. Wonderful blooms, marked off in the beds while blooming. We think they're tops.

45 for \$42.50

A good purchase

COLLECT ON 5

- | | | | |
|----|--------------------|-------|-------------------|
| 50 | Camellia-Rose Type | | Select ten colors |
|----|--------------------|-------|-------------------|

50 for \$30

Will make one or two beds for exhibition

COLLECTION 6

- | | | | |
|----|--------------------|-------|----------------------------------|
| 50 | Camellia-Rose Type | | Select ten colors |
| 10 | Crispa | | White, yellow, pink, and scarlet |
| 10 | Fimbriata | | White, yellow, pink, and scarlet |
| 10 | Rosebud | | Assorted colors |
| 10 | Picotee | | Assorted colors |
| 10 | Cristata | | Assorted colors |

100 for \$55

Exhibition plants in this stock

COLLECTION 7

- | | |
|-----|--|
| 100 | Camellia-Rose Type, fifteen colors, all marked and staked off in the bed while blooming. Selected for perfect form of bloom and color. |
|-----|--|

100 for \$100 (\$125 value)

BEGONIA PLANT FOOD

We recommend the use of this Begonia Plant Food in midsummer. Always keep it away from plant stems. Sprinkle it on top of the soil and water it in.

5 lbs. \$2.50, postpaid east of the Mississippi
West of the Mississippi, 25c extra

GIANT JUMBO STOCK

Very large tubers that will produce a large plant usually with three stems and a good number of blooms. Many of this size stock have been prize-winners. Makes a wonderful border or background for show purposes. We have these jumbo tubers in the following types and colors:

Camellia type: White, pink, yellow, blush, red.

Pendula: Watermelon-pink, yellow.

Crispa Marginata: Pink.

Rosebud: Mixed.

Fimbriata or Carnation: White, pink, salmon, red, scarlet, orange.

2½ to 4-in. tubers, 10 for \$10.50

PENDULA BEGONIAS

With their myriads of drooping flowers, these are very popular for shaded porches. They show off well in boxes and hanging baskets and in the rock garden where the stems with their sprays of bloom can droop over a rock. As with other Begonias, both male and female flowers are borne on the same plant. The smaller, single ones are the female—clearly visible in the picture below—and combined with the more showy, double male flowers they make an interesting effect. Colors: Watermelon-pink, salmon and salmon-rose. 10 for \$3.85, \$6.50 and \$7.50. Staked stock, 10 for \$10.50.



A BOX OF PENDULA BEGONIAS



CAMELLIA-FLOWERED BEGONIA

A New Book You Will Want to Own
TUBEROUS BEGONIAS

By WORTH BROWN

A useful, simple guide for every gardener. Every possible cultural problem is considered, as well as the evolution of the tuberous begonia, its complicated classification and value as a bedding and pot-plant in the home garden and lath-house.

128 pages, with 67 detailed drawings. Price \$2.75

Orders sent to Howard R. Rich, 252 North 8th St., Reading, Penna., will be filled promptly



CAMELLIA-TYPE BEGONIAS

Handsome, big, double flowers are produced by the Camellia-flowered Begonia. They reach a very large size—as much as 5 to 8 inches in diameter—and come in a variety of forms. The heavy, velvety petals of some varieties resemble a rose in shape; others are like gardenias, waterlilies, or camellias. We cannot take orders for any of these particular forms, for the tubers have not been separated as to form. We can, however, offer them in these different colors: White, crimson, scarlet, yellow, rose, pink, orange, apricot, salmon, light salmon, dark salmon, salmon-rose, rose-pink, blush, cardinal-red, and orange-scarlet. This truly distinctive hybrid is deservedly popular. 10 for \$3.85, \$6.50 and \$7.50.

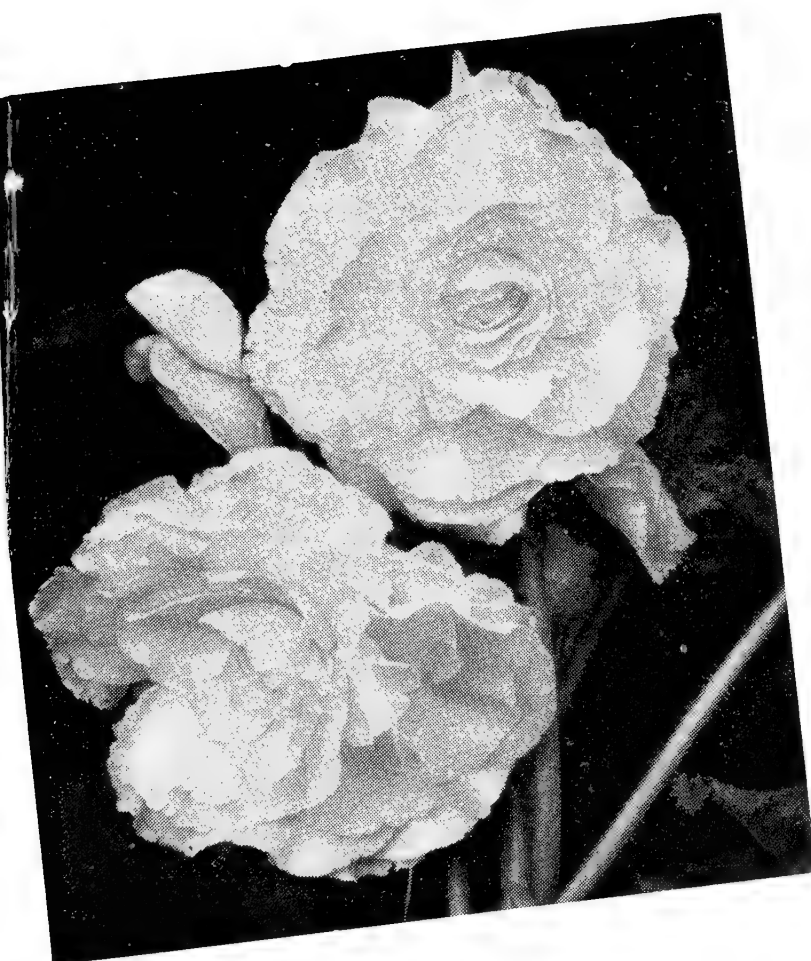


THE ancestors of modern Tuberous Begonias came from "south of the border," many of them from Bolivia and Peru. Hybridizers have been very active in crossing one species with another, and their work has been rewarded with the many types and colors now available for our enjoyment. All colors except blue are represented, and in form they often resemble roses, camellias, fuchsias, and thin-petaled poppies.

It should be remembered that the size of the bulb is no indication of the size of the bloom it will produce.

5% discount on all orders received before March 15; if 100 or more tubers are ordered at one time, an additional discount of 5% will be allowed, except in the case of collections.

Some of the Camellia Type





CHOICE SELECTED STAKED TUBEROUS BEGONIAS

Selected from beds containing many thousands of plants

We have a really wonderful group of Begonias, which far excel many named varieties in form and color. The blooms are huge—5 to 8 inches in diameter. During the blooming season these plants were marked off in the beds, and those above the average in size, form, and color are the ones selected for this offer. Sixteen colors are included: white, pink, yellow, salmon, orange, red, scarlet, rose, rose-red, rose-pink, orange-scarlet, dark salmon, salmon-rose, blush, cardinal-red, and light salmon. \$1.15 each; 10 for \$10.50.



ONE OF THE MANY CAMELLIA TYPES

A FEW WORDS ABOUT BEGONIA CULTURE

Begonia tubers may be started indoors in March or early April and transplanted outdoors after the ground and air have warmed up. Place the tubers in boxes containing 2½ inches of peat moss and leaf mold, with a sprinkling of sand to keep the mixture porous. Place the round part of the tuber in the peat moss. Keep moist until it sprouts.

Outdoors Begonias need shade, rich soil and moisture. Under trees or on the north side of a building is a good location for them. Leaf mold, well rotted cow manure, good loam and peat moss should be added to most garden soils; a mulch of the same material, with the addition of some of our Begonia Plant Food, is beneficial in hot weather. Over-watering must be avoided; good drainage is essential. Since the roots are so near the surface, Begonias should not be cultivated; but as the buds begin to form, a weekly watering with liquid manure is helpful.

After the first frost, lift the tubers. Let them dry out well and then store over winter in sand or dry peat moss.

Complete directions for planting and storing are sent with every order

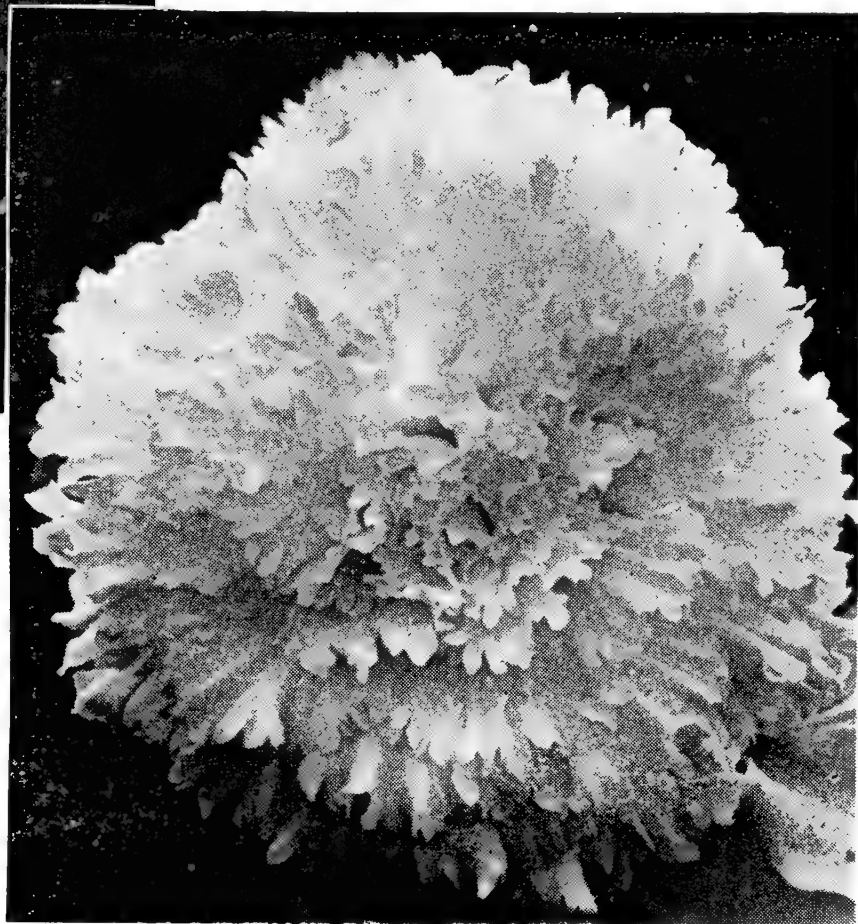


CAMELLIA-TYPE

February, 1947

"Just a line of appreciation for the quality of the begonias we received from you last year. They were all true to name and more beautiful than we had expected them to be."

—WISCONSIN



FIMBRIATA

August, 1948

"I have just received your new catalog and congratulate you on its appearance and the complete information which it contains. I have had very good fortune this year and my garden has been even more beautiful than last year."

—PENNSYLVANIA



TWO PLANTS OF FIMBRIATA

August, 1948

"When I ordered my begonia tubers from you this spring I asked for extra fine ones. Evidently you sent them, for I have wonderful blooms."

"I have an ideal spot on the north side of the house above a rock terrace in which to plant begonias. This summer has been cool with rain and now this garden is a riot of color. Many garden lovers have visited my garden to see these gorgeous begonias. My blooms have won prizes at the bi-weekly shows in our Garden Center."

"Thank you for the pleasure these lovely flowers have given me, my family, and friends."

—ILLINOIS

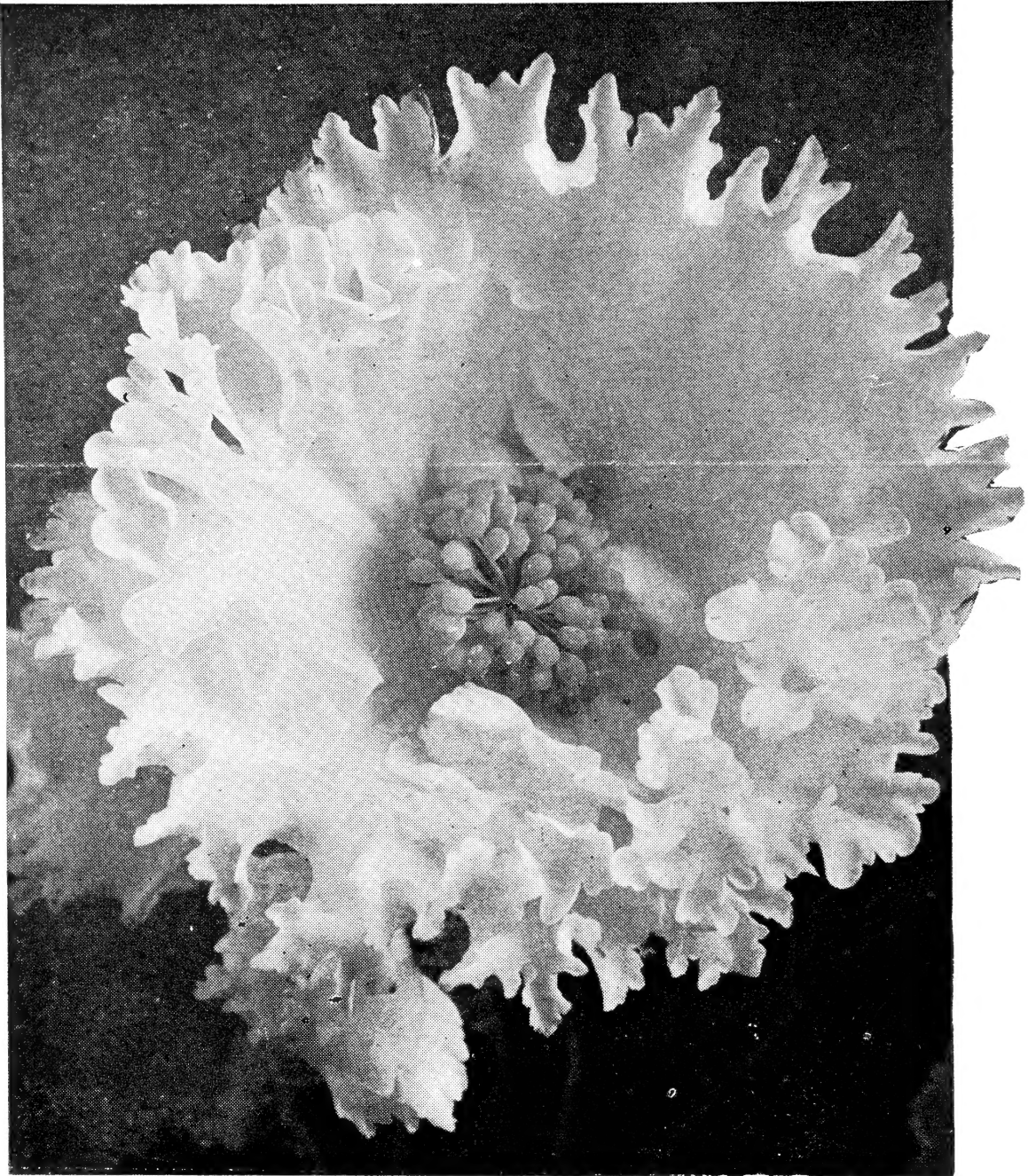
5% discount allowed on all orders received before March 15; if 100 or more tubers are ordered at one time, an additional discount of 5% will be allowed, except in the case of collections.



CAMELLIA-FLOWERED TYPES GROWN UNDER LATH SHADE

THE LATH-HOUSE DISPLAYS

All blooms shown in the lath-house pictures were started in flats indoors the latter part of March and transplanted to beds about June 15. They began blooming in mid-July, were at their height during August and September, and continued until frost. They may be started in flats as late as April 15.



CRISPA

CRISPA

A single Begonia with edges so deeply cut and crimped and frilled that the flower has the appearance of icy crispness. There is an ethereal quality to the chaste Crispa flowers that is unapproached by other types in this lovely family and makes them especially desirable for particular decorative arrangements. They come in shades of pink, salmon and white. 10 for \$6.50 and \$7.50. Staked stock, 10 for \$10.50.

CRISTATA or CRESTED

These are single flowers with each of the lightly fluted petals bearing crested growths resembling the comb decorations of a rose-combed rooster. More often than not the crest is of a different tint than the rest of the petal. It sounds fantastic but the flowers are really beautiful and the cut-flowers make gorgeous table decorations. Mixed colors. 10 for \$6.50 and \$7.50. Staked stock, 10 for \$10.50.

FIMBRIATA

The Carnation-flowered Begonias are an interestingly different type, having fully double flowers with short, deeply serrated, fringed petals, the mature bloom really resembling a carnation. In our plantings last season the Fimbriatas were the best they have ever been and we were overwhelmed by the magnificent display they made. This is one of the varieties you will just have to have once you have seen a fully developed flower. The colors are pink, salmon, yellow, and white. 10 for \$3.85, \$6.50 and \$7.50. Staked stock, 10 for \$10.50.

PICOTEE

A Camellia-type flower with the edges of the petals in a different tint from the remainder of the bloom. A very showy plant. In mixture only. 10 for \$3.85, \$6.50 and \$7.50. Staked stock, 10 for \$10.50.



CAMELLIA - FLOWERED

NEW BEGONIAS

These are staked in the field while in bloom.

RED TRIUMPH. A ruffled Camellia-flowered double of velvety ruby-red. The flower has a definite center and is one of the largest of all double Begonias. \$1.15 each, 10 for \$10.50.

ROSE DAWN. A perfect double Camellia type. The petals are long and even, and the rich clear rose flower is very symmetrical. \$1.15 each, 10 for \$10.50.

SUNSET. A Cristata-type flower in various lovely colors. \$1.15 each, 10 for \$10.50.



BEGONIAS LATE IN THE SEASON

We offer this picture as proof of the fact that Tuberous-rooted Begonias love cool seasons, for this photograph was taken in Maine in mid-October. The large beds made a beautiful picture all summer, and as long as the frosts held off the plants kept on blooming.

HOWARD R. RICH, 252 North Eighth St., READING, PA.

Former Address: ATLANTIC, MAINE